Rep Order# 6853168 **Ver**# 1 **Status** New **Traffic Order**# 6853168 **EC'd** Yes

Printed: 09/17/2012 11:17 AM **Last Received:** 09/17/2012 10:51 AM

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV

Advertiser ().BERKLEY FOR SENATE

Product SHELLEY BERKLEY

Estimate#

Buyer TERRI COOPER

Phone# Fax# **Agency** () SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

1 of 5

Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: SHELLEY BERKLEY FOR US SENATE SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 45,325 PLS CONFIRM ASAP THANKS,ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--------|----|--------------|------------------------|----------------|-----|----------|-------------|------------|---------------|----------------|------------|-------------|
| | 1 | TU-F Buyl | 5A-530A ine Comment | : NEWS AT 5A | :30 | \$150.00 | 09/18-09/21 | 4 | 1 | 4 | \$600.00 | |
| | 2 | M Buyl | 5A-530A ine Comment | : NEWS AT 5A | :30 | \$150.00 | 09/24-09/24 | 1 | 1 | 1 | \$150.00 | |
| | 3 | TU-F Buyl | 530A-6A ine Comment | : NEWS AT 530A | :30 | \$150.00 | 09/18-09/21 | 4 | 1 | 4 | \$600.00 | |
| | 4 | M Buyl | 530A-6A ine Comment | : NEWS AT 530A | :30 | \$150.00 | 09/24-09/24 | 1 | 1 | 1 | \$150.00 | |
| | 5 | TU-F Buyl | 6A-630A ine Comment | : NEWS AT 6A | :30 | \$325.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,300.00 | |
| | 6 | M Buyl | 6A-630A ine Comment | : NEWS AT 6A | :30 | \$325.00 | 09/24-09/24 | 1 | 1 | 1 | \$325.00 | |
| | 7 | TU-F Buyl | 630A-7A ine Comment | : NEWS AT 630A | :30 | \$325.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,300.00 | |
| | 8 | M Buyl | 630A-7A | : NEWS AT 630A | :30 | \$325.00 | 09/24-09/24 | 1 | 1 | 1 | \$325.00 | |

Rep Order# 6853168 Ver# 1 Status New Traffic Order# 6853168 EC'd Yes

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Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV Rep Firm) SHORR, JOHNSON, MAGNUS Station Agency) .BERKLEY FOR SENATE 1831 CHESTNUT ST. #602 Sales Office (Advertiser) PHILADELPHIA **Product** SHELLEY BERKLEY PHILADELPHIA, PA 19103 Salesperson () ANJIE BRADY Estimate# Agency C/P1/P2/E **Buver** TERRI COOPER Flight Dates 09/18/2012 - 09/24/2012 Salesperson Phone# 215-567-6005 Hiatus Weeks Phone# Salesperson FAX# 215-567-5938 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots ____ ______ 9 TU-F :30 \$325.00 12 1 12 7A-9A 09/18-09/21 \$3,900.00 Buyline Comment: GD MRN AMER 1 3 10 Μ 7A-9A :30 \$325.00 09/24-09/24 3 \$975.00 Buyline Comment: GD MRN AMER 1 8 11 TU-F 11A-12P :30 \$300.00 09/18-09/21 \$2,400.00 Buyline Comment: NEWS AT 11A 12 11A-12P :30 \$300.00 09/24-09/24 2 1 2 \$600.00 Buyline Comment: NEWS AT 11A 4P-430P 1 13 TU-F :30 \$250.00 09/18-09/21 4 \$1,000.00 Buyline Comment: JUDGE JUDY 14 4P-430P :30 \$250.00 09/24-09/24 1 \$250.00 Buyline Comment: JUDGE JUDY 15 TU-F 430P-5P :30 \$250.00 09/18-09/21 1 4 \$1,000.00 Buyline Comment: JUDGE JUDY 430P-5P 1 16 Μ :30 \$250.00 09/24-09/24 1 1 \$250.00 Buyline Comment: JUDGE JUDY 17 TU-F 5P-530P :30 \$350.00 09/18-09/21 4 1 4 \$1,400.00 Buyline Comment: NEWS AT 5P 18 Μ 5P-530P :30 \$350.00 09/24-09/24 1 1 1 \$350.00 Buyline Comment: NEWS AT 5P 19 TU-F 6P-630P :30 \$400.00 09/18-09/21 1 4 \$1,600.00 Buyline Comment: NEWS AT 6P

Rep Order# EC'd Yes Traffic Order# 6853168 6853168 Ver# 1 Status New

Printed: 09/ Last Received: 09/ Showing Buylines: All Lines

09/17/2012 11:17 AM 09/17/2012 10:51 AM

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| Station KTNV-TV LAS VEGAS, NV Advertiser ().BERKLEY FOR SENATE Product SHELLEY BERKLEY | | | | Agency (1831 C PHILA | Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY | | | | | | | | |
|---|----|---------------|--------------------------|-----------------------------|--|-------------------------|------------|-------------|--|-------|------------------------------|-------------|---------|
| Estimate# Buyer Phone# Fax# | | TERRI COOPER | | | Agency C/P1/P2/I Flight Dates Hiatus Weeks | 09/18/2012 - 09/24/2012 | | | Salesperson Phone# Salesperson FAX# | | 215-567-6005 215-567-5938 | | |
| LT | Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| | 20 | M Buyli | 6P-630P ne Comment: | NEWS AT 6P | | :30 | \$400.00 | 09/24-09/24 | 1 | 1 | 1 | \$400.00 | |
| | 21 | TU-F Buyli | 630P-7P ne Comment: | NEWS AT 630P | | :30 | \$400.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,600.00 | |
| | 22 | M Buyli | 630P-7P ne Comment: | NEWS AT 630P | | :30 | \$400.00 | 09/24-09/24 | 1 | 1 | 1 | \$400.00 | |
| | 23 | SA Buyli | 6P-630P ne Comment: | NEWS AT 6P | | :30 | \$250.00 | 09/22-09/22 | 1 | 1 | 1 | \$250.00 | |
| | 24 | TU-F Buyli | 7P-730P ne Comment: | ACCESS HOLLYWOOD | | :30 | \$350.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,400.00 | |
| | 25 | M Buyli | 7P-730P ne Comment: | ACCESS HOLLYWOOD | | :30 | \$350.00 | 09/24-09/24 | 1 | 1 | 1 | \$350.00 | |
| | 26 | TU-F Buyli | 730P-8P ne Comment: | MILLIONAIRE | | :30 | \$350.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,400.00 | |
| | 27 | M Buyli | 730P-8P ne Comment: | MILLIONAIRE | | :30 | \$350.00 | 09/24-09/24 | 1 | 1 | 1 | \$350.00 | |
| | 28 | M Buyli | 8P-10P ne Comment: | DANCING WITH THE ST | TARS | :30 | \$5,000.00 | 09/24-09/24 | 2 | 1 | 2 | \$10,000.00 | |
| | 29 | M Buyli | 10P-11P ne Comment: | CASTLE | | :30 | \$2,750.00 | 09/24-09/24 | 1 | 1 | 1 | \$2,750.00 | |
| | 30 | TU-F Buyli | 11P-1130P ne Comment: | NEWS AT 11 | | :30 | \$600.00 | 09/18-09/21 | 4 | 1 | 4 | \$2,400.00 | |

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 5

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 09/17/2012 10:51 AM

Showing Buylines: All Lines

| Station F Advertiser Product Estimate# | KTNV-TV LAS VEGAS, NV ().BERKLEY FOR SENATE SHELLEY BERKLEY | | | Agency (1831 C PHILA Agency C/P1/P2/ | Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY | | | | | | | | |
|---|--|--------------|-------------------------|--|--|-------------------------|----------|-------------|--|-------|------------------------------|------------|---------|
| Buyer Phone# Fax# | TERF | TERRI COOPER | | | Flight Dates Hiatus Weeks | 09/18/2012 - 09/24/2012 | | | Salesperson Phone# Salesperson FAX# | | 215-567-6005 215-567-5938 | | |
| LT Ln | Day | - | | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| 31 | М | | 11P-1130P e Comment: | NEWS AT 11 | | :30 | \$600.00 | 09/24-09/24 | 1 | 1 | 1 | \$600.00 | |
| 32 | TU | | 1130P-12A comment: | NIGHTLINE | | :30 | \$400.00 | 09/18-09/21 | 4 | 1 | 4 | \$1,600.00 | |
| 33 | М | | 1130P-12A e Comment: | NIGHTLINE | | :30 | \$400.00 | 09/24-09/24 | 1 | 1 | 1 | \$400.00 | |
| 34 | SA | | 11P-1130P e Comment: | NEWS AT 11P | | :30 | \$500.00 | 09/22-09/22 | 1 | 1 | 1 | \$500.00 | |
| 35 | SU | | 11P-1130P e Comment: | NEWS AT 11P | | :30 | \$600.00 | 09/23-09/23 | 1 | 1 | 1 | \$600.00 | |
| 36 | SA | | 6A-630A e Comment: | NEWS AT 6A | | :30 | \$250.00 | 09/22-09/22 | 1 | 1 | 1 | \$250.00 | |
| 37 | SA | | 630A-7A e Comment: | NEWS AT 630A | | :30 | \$250.00 | 09/22-09/22 | 1 | 1 | 1 | \$250.00 | |
| 38 | SA | | 7A-8A e Comment: | GD MRN SAT | | :30 | \$275.00 | 09/22-09/22 | 1 | 1 | 1 | \$275.00 | |
| 39 | SA | | 8A-9A e Comment: | NEWS AT 8A | | :30 | \$275.00 | 09/22-09/22 | 1 | 1 | 1 | \$275.00 | |
| 40 | SU | | 630A-7A comment: | NEWS AT 630A | | :30 | \$250.00 | 09/23-09/23 | 1 | 1 | 1 | \$250.00 | |
| 41 | SU | | 7A-8A e Comment: | GD MRN SUN | | :30 | \$275.00 | 09/23-09/23 | 1 | 1 | 1 | \$275.00 | |

Ver# 1 Rep Order# 6853168 Status New Traffic Order# 6853168 **Printed:** 09/17/2012 11:17 AM 5 of 5 EC'd Yes **Last Received:** 09/17/2012 10:51 AM **Showing Buylines:** All Lines KTNV-TV LAS VEGAS, NV Rep Firm Station) SHORR, JOHNSON, MAGNUS Agency) .BERKLEY FOR SENATE 1831 CHESTNUT ST. #602 Sales Office () PHILADELPHIA Advertiser **Product** SHELLEY BERKLEY PHILADELPHIA, PA 19103 Salesperson () ANJIE BRADY Estimate# Agency C/P1/P2/E **Buver** TERRI COOPER Flight Dates 09/18/2012 - 09/24/2012 Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-567-5938 Fax# Program Len Rate Dates Spots/Week # of Total Cost Ln Day Time Total Daypart Weeks Spots ____

\$275.00

09/23-09/23

1

1

1

\$275.00

:30

---REPORT TOTALS---

42

LT

Report Totals: 103 / \$45,325.00

SU

8A-9A

Buyline Comment: NEWS AT 8A

---SALES MONTHLY TOTALS---

Sep 12: 103 / \$45,325.00 Sales Totals: 103 / \$45,325.00 Station Totals: 103 / \$45,325.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0% 32% 25% Market Totals \$181,300 KBLR KLAS 19% KSNV KTNV KTUD 0 % KVCW 0% KVMY 0 응 KVVU 24%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null RA35+ Demos